

**FACTORS INFLUENCING  
BRAND LOYALTY  
AMONG MOBILE PHONE USERS**

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**Universiti Utara Malaysia**

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**FACTORS INFLUENCING  
BRAND LOYALTY  
AMONG MOBILE PHONE USERS**



**A thesis submitted to the College of Business in partial  
fulfillment to the requirements for the degree**

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**KOLEJ PERNIAGAAN**  
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# Abstract

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The purpose of this paper is to examine the relationship between trust, customer satisfaction, promotion, brand name, attitude towards the brand and brand loyalty. Students of Universiti Utara Malaysia were chosen as samples of this study. A total of 250 questionnaires were distributed to the respondents and 162 of them were obtained and usable. Correlation and regression analysis were used to analyze all data. The findings indicated that all the independent variables, - trust, promotion, brand name, customers' satisfaction, attitude toward the brand, - had a certain degree of relationship with brand loyalty. Customers' satisfaction had the strongest relationship with brand loyalty. Only two variables which are customers' satisfaction and brand name influenced brand loyalty while other variables had no significant relationships with brand loyalty. The findings suggests that producers of mobile phones should put more effort on building corporate image and conduct research on customers preferences and needs in order to increase loyalty of their customers.

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# 1

## INTRODUCTION

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### 1.0 CHAPTER INTRODUCTION

This study explores brand loyalty factors among mobile phone users in Malaysia. In particular, it will discuss the significance and influence of factors such as trust, promotion, brand name, customers' satisfaction and attitude towards the brand on brand loyalty among mobile phone users in Malaysia. This chapter contains eight parts as follows: (1) Background of the study; (2) Problem statement; (3) Purpose of the study; (4) Research questions; (5) Theoretical framework; (6) Hypotheses; (7) Significance of the study; (8) Limitations of the study.

### 1.1 BACKGROUND OF THE STUDY

Mobile phones allow people to be more connected than ever. As Kushchu (2007) suggested that the mobile phone is not just a communication device, but also its

The contents of  
the thesis is for  
internal user  
only

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